Amendments to the Claims

The following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled. Current amendments to the claims are expressed in the detailed listing by strikethrough or double-brackets (for deleted matter) or underlining (for added matter).

1. (Previously Presented) A method, comprising:

deriving game play information from a gaming device independent from the operation of the gaming device;

processing the game play information to determine a message; and

transmitting the message to a player of the gaming device.

2. (Previously Presented) The method of claim 1, wherein the game play information comprises at least one of:

a predetermined outcome for a game play;

a predetermined payout for a game play;

a payout above a predetermined threshold;

a payout below a predetermined threshold;

a predetermined sum of payouts for a plurality of game plays;

a placement of a predetermined wager by a player of the gaming device;

a predetermined reel configuration;

a play strategy employed by a player of the gaming device;

a request by a player of the gaming device to cash out credits from the gaming device;

entrance into a bonus round;

a win of a bonus prize;

a credit balance of the gaming device reaching a predetermined amount;

a predetermined change in a credit balance of the gaming device; and

an actuation by a player of the gaming device of a predetermined button on the gaming device.

3. (Previously Presented) The method of claim 1, further comprising deriving game play information from the gaming device by monitoring at least one of:

data displayed on a display device of the gaming device;

a status of a mechanical display of the gaming device;

acoustical data output by the gaming device;

actuation of a mechanism of the gaming device;

selection of areas of a touch screen of the gaming device;

wager placement at the gaming device;

insertion of currency into the gaming device;

cashless gaming activity at the gaming device;

output of a receipt at the gaming device;

usage of a player tracking card reader of the gaming device;

an output of coins into a coin tray of the gaming device;

vibrations emanating from the gaming device; and

at least one of electrical, electromagnetic, infrared, and radio frequency signals being output from or received by the gaming device.

4. (Previously Presented) The method of claim 1, wherein the game play information derived from the gaming device comprises at least one of:

graphical data, acoustical data, electrical signals, electromagnetic signals, infrared signals, and radio frequency signals.

5. (Previously Presented) The method of claim 1, wherein the game play information is derived by intercepting data output by the gaming device.

6. (Previously Presented) The method of claim 5, wherein intercepting data comprises:

intercepting a digital signal output by a processor of the gaming device.

7. (Previously Presented) The method of claim 5, wherein intercepting data comprises:

intercepting a signal output by the gaming device to another device.

8. (Previously Presented) The method of claim 5, wherein intercepting data comprises:

intercepting at least one of graphical data and acoustical data output by the gaming device.

9. (Canceled)

10. (Previously Presented) The method of claim 1, further comprising:

providing the game play information to a server.

11. (Previously Presented) The method of claim 10, further comprising:

receiving, from the server, an indication of a message to be output to the player of the gaming device.

12. (Canceled)

13. (Canceled)

14. (Previously Presented) A method, comprising:

capturing game play data displayed on a display component of a gaming device, the capturing being independent from the operation of the gaming device;

comparing the captured data to data stored in a memory of a computing device to identify the occurrence of a predetermined game play event;

determining, based on the computing, a message corresponding to the predetermined event; and

transmitting the message a player of the gaming device.

15. (Previously Presented) The method of claim 14, wherein capturing data comprises:

capturing the data via at least one camera focused on the display component of the gaming device.

16. (Original) The method of claim 15, wherein the camera is attached to the gaming device.

17. (Previously Presented) The method of claim 14, wherein transmitting comprises:

causing the message to be output on a portable device associated with the player.

18. (Original) The method of claim 14, wherein the message comprises an offer and further comprising:

determining whether the player has accepted the offer.

19. (Original) The method of claim 18, wherein determining whether the player has accepted the offer comprises:

determining whether the player has performed an activity at the gaming device, in accordance with instructions included in the offer.

20. (Previously Presented) A system, comprising:

a gaming device,

the gaming device being operable to output a first set of data to a first server via a computer network, and

the gaming device being further operable to output a second set of data to an operator of the gaming device via an interface;

an information deriving device being operable to derive game play data from the gaming device,

wherein the information deriving device is operable to derive the game play data independent from the operation of the gaming device, and

wherein the information deriving device is further operable to cause a message to be output to a player of the gaming device, the message being determined based on the game play data.

21. (Previously Presented) The system of claim 20, further comprising:

a second server for controlling the information deriving device.

22. (Previously Presented) The system of claim 21, wherein the information deriving device is further operable to provide the game play data to the second server.

23. (Previously Presented) The system of claim 22, wherein the second server is operable to:

determine the message to be output to a player of the gaming device.

24. (Previously Presented) The system of claim 23, wherein the second server is further operable to:

transmit an indication of the message to the information deriving device, thereby instructing the information deriving device to output the message to the player.

25. (Previously Presented) The system of claim 23, wherein the second server is further operable to:

output the message to the player.

26. (Previously Presented) An apparatus, comprising:

a sensor for deriving, independent from the operation of a gaming device, game play information from the gaming device;

a display;

a processor in communication with the sensor; and

a storage device in communication with the processor that stores a program for directing the processor, the processor being operative with the program to:

process game play information from the sensor to determine a message; and

output the message to a player of the gaming device.

27. (Previously Presented) An apparatus, comprising:

a sensor for deriving game play information from a gaming device independent from the operation of the gaming device;

a display;

a processor; and

a storage device that stores a program for directing the processor, the processor being operative with the program to:

process game play information to determine a message, and

output the message to a player of the gaming device on the display; and

wherein the gaming device is operable to:

output via a computer network a first set of data to a computing device, and

output a second set of data to an operator of the gaming device via an interface of the gaming device.

28. (Previously Presented) The apparatus of claim 27, wherein the game play information is mutually exclusive from the first set of data and the second set of data.

29. (Canceled)

30. (Canceled)

31. (Previously Presented) The apparatus of claim 26, wherein the processor being operative with the program to output the message comprises the processor being operative with the program to output the message via the display of the apparatus.